



IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

APPLICANT(S): Ignacio Sanz-Pastor, David L. Morgan III and Christopher E. Blumenthal

APPLICATION NO.: 10/007,966

FILING DATE: November 7, 2001

TITLE: Interactive advertising with an automated viewing reward system

EXAMINER: Unknown

GROUP ART UNIT: 2643

ATTY. DKT. NO.: 22503-05565

**CERTIFICATE OF MAILING**

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner For Patents, Office of Initial Patent Examination, Customer Service Center, Washington, D.C. 20231, on the date shown below:

Dated: January

18

, 2002

By:

Michael W. Farn, Reg. No. 41,015

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**REQUEST FOR CORRECTED FILING RECEIPT**

SIR:

Enclosed is a copy of the Official Filing Receipt. It contains the following error:

The filing date is erroneously stated as November 8, 2001. The correct filing date is November 7, 2001, as evidenced by the (a) New Utility Patent Application Transmittal marked with the Express Mail Label No., as provided by 37 CFR § 1.10; (b) receipt issued by the United States Postal Service with a date stamp indicating that the Applicant's representative did in fact deposit the package containing the application with the United States Postal Service on November 7, 2001, despite the erroneously marked "date in"; and (c) United States Post Office

tracking web page indicating that the item was accepted for processing on November 7, 2001.  
True copies of each of these documents marked Exhibits A and B are enclosed.

Please issue a corrected Filing Receipt rectifying this error.

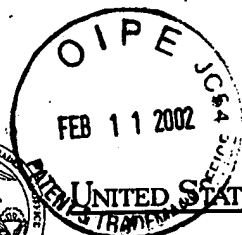
Respectfully submitted,  
IGNACIO SANZ-PASTOR et al.

Dated: January 18, 2002

By: 

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## UNITED STATES PATENT AND TRADEMARK OFFICE

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APPLICATION NUMBER	FILING DATE	GRP ART UNIT	FIL FEE REC'D	ATTY. DOCKET NO	DRAWINGS	TOT CLAIMS	IND CLAIMS
10/007,966	<del>11/08/2001</del> 11/07/2001	2643	808	22503-05565	5	64	4

CONFIRMATION NO. 3416

00758  
FENWICK & WEST LLP  
TWO PALO ALTO SQUARE  
PALO ALTO, CA 94306

## FILING RECEIPT



\*OC000000007278739\*

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Date Mailed: 01/08/2002

Receipt is acknowledged of this nonprovisional Patent Application. It will be considered in its order and you will be notified as to the results of the examination. Be sure to provide the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION when inquiring about this application. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. If an error is noted on this Filing Receipt, please write to the Office of Initial Patent Examination's Customer Service Center. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections (if appropriate).

## Applicant(s)

Ignacio Sanz-Pastor, San Francisco, CA;  
David L. Morgan III, Redwood City, CA;  
Christopher E. Blumenthal, Scotts Valley, CA;

## Domestic Priority data as claimed by applicant

THIS APPLN CLAIMS BENEFIT OF 60/247,473 11/08/2000

## Foreign Applications

If Required, Foreign Filing License Granted 01/08/2002

Projected Publication Date: Request for Non-Publication Acknowledged

Non-Publication Request: Yes

Early Publication Request: No

\*\* SMALL ENTITY \*\*

## Title

Interactive advertising with an automated viewing reward system

## Preliminary Class

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**LICENSE FOR FOREIGN FILING UNDER**  
**Title 35, United States Code, Section 184**  
**Title 37, Code of Federal Regulations, 5.11 & 5.15**

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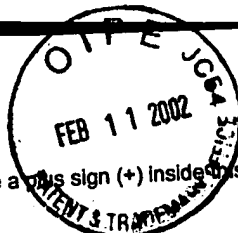


Exhibit A

PTO/SB/05 (08-00) (modified)

Approved for use through 9/30/2001, OMB 0651-0032

Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

# NEW UTILITY PATENT APPLICATION TRANSMITTAL

(only for new nonprovisional applications under  
37 CFR 1.53(b))

Attorney Docket Number 22503-05565

First Named Inventor Ignacio Sanz-Pastor

Title Interactive advertising with an automated viewing reward system

Express Mail Label No. EL566109143US

## APPLICATION ELEMENTS

1. ☒ Fee Transmittal Form (in duplicate)
2. ☒ Applicant claims small entity status.  
See 37 CFR 1.27
3. ☒ Specification Total Pages   
(preferred arrangement set forth below)
  - ☒ Descriptive Title of the Invention
  - ☒ Cross Reference(s) to Related Case(s)
  - ☒ Statement Regarding Fed sponsored R & D
  - ☒ Background of the Invention
  - ☒ Brief Summary of the Invention
  - ☒ Brief Description of the Drawing(s)
  - ☒ Detailed Description
  - ☒ Claim or Claims
  - ☒ Abstract of the Disclosure
4. ☒ Drawing(s) (35 U.S.C. 113) Total Sheets
5. Oath or Declaration Total Pages 
  - a. ☒ New Declaration ☒ Executed (original or copy)
  - b. ☐ Copy from a prior application (37 CFR 1.63(d))  
(for continuation/divisional with Box 18 completed)
    - i. ☐ DELETION OF INVENTOR(S)  
Signed statement attached deleting inventor(s)  
named in the prior application, see 37 CFR 1.63(d)(2) and 1.33(b).
6. ☒ Application Data Sheet. See 37 CFR 1.76

## ACCOMPANYING APPLICATION PARTS

7. ☒ Assignment Papers (cover sheet & document(s))
8. ☐ Certified Copy of Priority Document(s) (if foreign priority is claimed)
9. ☒ Power of Attorney or Authorization of Agent
10. ☐ 37 CFR 3.73(b) Statement
11. ☐ Preliminary Amendment
12. ☐ Information Disclosure Statement & PTO-1449  
☐ Copies of IDS Citation(s)
13. ☒ Nonpublication Request under 35 U.S.C. 122 (b)(2)(B)(i). Applicant must attach form PTO/SB/35 or its equivalent
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17. ☐

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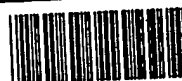
Box Patent Application  
Commissioner for Patents  
Washington, D.C. 20231

18. If a CONTINUING APPLICATION, check appropriate box and supply the requisite information below and in a preliminary amendment or in an Application Data Sheet under 37 CFR 1.76:  
☐ Continuation ☐ Divisional ☐ Continuation-in-part (CIP) of prior application No: \_\_\_\_/\_\_\_\_  
Group/Art Unit: \_\_\_\_

Prior application information: Examiner: \_\_\_\_  
For CONTINUATION OR DIVISIONAL APPS only: The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 5b, is considered a part of the disclosure of the accompanying continuing or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts.

## 19. CORRESPONDENCE ADDRESS

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00758

Name (Print/Type)	Michael W. Farn	Registration No. (Attorney/Agent)	41,015
Signature	<i>Michael W. Farn</i>	Date	November 7, 2001

Exhibit B


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Date In 11 06 01	Time In <input checked="" type="checkbox"/> Noon <input checked="" type="checkbox"/> PM	Postage \$ 16.21
Weight 10.33 lbs.	Int'l Alpha Country Code	Return Receipt Fee
No Delivery <input type="checkbox"/> Weekend <input type="checkbox"/> Holiday	Acceptance Clerk Initials [Signature]	COD Fee Insurance Fee
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22503-  
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PTO/SB/21 (modified)  
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Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

<b>TRANSMITTAL FORM</b> <i>(to be used for all correspondence during pendency of filed application)</i>	Application Number	10/007,966	
	Filing Date	November 7, 2001	
	First Named Inventor	Ignacio Sanz-Pastor	
	Group Art Unit Number	2643	
	Examiner Name	Unknown	
Total Number of Pages in This Submission	7	Attorney Docket Number	22503-05565

ENCLOSURES (check all that apply)	
<input type="checkbox"/> Fee Transmittal Form (in duplicate) <input type="checkbox"/> Check Enclosed	<input type="checkbox"/> Issue Fee Transmittal
<input checked="" type="checkbox"/> Return Receipt Postcard	<input type="checkbox"/> Letter to Chief Draftsperson
<input type="checkbox"/> Response to Notice to File Missing Parts	<input type="checkbox"/> Formal Drawing(s): [ ] Sheet(s) of Figure(s) [ ]
<input type="checkbox"/> Assignment & Recordation Cover Sheet	<input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences
<input type="checkbox"/> Declaration	<input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief)
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Signature:			
Attorney/Reg. No.:	Michael W. Farn, Reg. No. 41,015	Dated:	January 18, 2002

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Typed or Printed Name:	Michael W. Farn	Dated:	January 18, 2002
Express Mail Mailing Number (optional):			